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MEDIA RELEASE

SEMBONIA

“Sembonia Appoints Mindee Ong as their 1st Ambassador!”

Singapore, 3rd October 2008 – Sembonia, a sister brand of Bonia have officially appointed Mindee Ong, FLY Entertainment artiste, as their 1st ambassador in Sembonia’s 14 years of history!

“We have chosen Mindee Ong as the 1st ambassador of Sembonia because we feel that she is the epitome of the today’s women. Touted as the glittering film star of Singapore, with successful movies under her belt, she is also the owner of her own lifestyle shop, representing the young women entrepreneurs of this generation. Mindee exudes an aura that captures the essence and lifestyle of modern women which is in line with the creation of Sembonia.” Commented Mr. Daniel Chiang, Executive Director of Active World Pte Ltd.

One of the immediate tasks of Mindee as their newly appointed ambassador is to add her own personal touch by naming Sembonia’s Autumn/Winter 2008 collection.

“Those who know me will know that I love bags and to be able to select a name for this collection is indeed a pleasure and challenge! As the 1st ambassador of Sembonia, I am much honored to present to you the Autumn/Winter 2008 collection –‘Prelude’. This name signifies the beginning of my collaboration with Sembonia to bring you even more quality and stylish Sembonia collection in the near future.” says Mindee.

Sembonia was introduced in 1994 with the spirit of Bonia, catering to the great demand of middle-high-end market. Representing exquisite and authenticity of Italian designer’s taste and style, Sembonia is meant for fashion-conscious women who wish to express their personality through fashion. Sembonia’s wide collection of bags, wallets and shoes, provides the modern, sophisticated women an array of selection to match her outfit for any occasion!



To launch their Autumn/Winter 2008 collection, Sembonia is organizing a star-studded fashion show on Sunday, 12 October 2008, at Takashimaya Square. Hosted by the amazing Allan Wu and Angela May, watch out for celebrities like Rebecca Tan, Stephanie Carrington, Elizabeth Tan and Pamelyn Chee sashaying down the catwalk! Sembonia's ambassador, Mindee Ong, will also be making her appearance for this fashion show.

So join us for an evening of style and glamour and let the Sembonia's new collection dazzle you!

Event : Winter/Autumn 2008 Runway

Date : Sunday, 12 October 2008

Venue : Takashimaya Square, Basement 2

Time : 6pm to 7.30pm

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For more information/RSVP, please contact:

Ms. Shirley Neo (Marcom Manager)

FLY Entertainment Pte Ltd

Tel: +65 6224 3188

E-mail: shirley@fly.com.sg

About Active World Pte Ltd

Active World was established in Singapore in 1974 to design, manufacture and distribute leather goods and in 1977, BONIA was registered as a tributary brand name. Known for its quality products and superior craftsmanship, BONIA's timeless designs and collection has penetrated beyond the region and continue to be a global brand name with over 60 boutiques and 600 retail outlets worldwide including Singapore, Malaysia, Japan, Taiwan, Hong Kong, China, Thailand, Vietnam, Indonesia, Brunei, Philippines, Saudi Arabia, United States of America, Canada, Mexico and Austria. In 2010, BONIA will be one of the few regional brand names that will boast an office in Italy, focusing on design, research development and craftsmanship.